What is SNX?

- Snack industry’s premier education and collaboration forum
- Occurs every other year, alternating with SNAXPO
- Hotel-based meetings instead of convention-based exhibits
- Approximately 600 attendees, more than 90 suppliers
- More trade, less show
What is SNX?

• Education Arena
  • Speakers, education, SNAC Tank pitch competition

• Supplier Suites
  • B2B meetings, arranged through central scheduling platform

• Experience Zone
  • Collaboration Kiosks, Engagement Areas, SNAC Bites
SNX 2024 Program Schedule

Sunday, April 14
- Attendee arrival
- Welcome reception
- Education Arena
  - Keynote address
- Opening party

Monday, April 15
- Education Arena
- Experience Zone
  - 4 hours
- Supplier Suite Meetings
  - 3 hours

Tuesday, April 16
- Supplier Suite Meetings
  - 5 hours
- Experience Zone
  - 2 hours
- Education Arena
  - SNAC Tank Pitch Competition
- Closing party
Benefits of SNX

- **Stronger 1-on-1 connections**
- **Lighter footprint, easier to engage**
- **Focus on your customers and your team**
- **Private meetings with organic interaction of a larger event**
- **Get “outside the booth” to interact with prospects in new ways**
**TRAVEL ONCE, SAVE THOUSANDS**

Save More Than 77% By Holding Your Business Meetings in One Location

Attend SNX and Conquer Travel Inflation Costs

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<table>
<thead>
<tr>
<th>20+ Business Meetings Held at SNX’s 3 Day Event</th>
<th>VS.</th>
<th>Travel to 8-10 Business Meetings 21 Days of Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>$325 AIRFARE</td>
<td></td>
<td>$3,250</td>
</tr>
<tr>
<td>$100 TRANSPORTATION</td>
<td></td>
<td>$1,200</td>
</tr>
<tr>
<td>$800 HOTEL</td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td>$640 PER DIEM</td>
<td></td>
<td>$3,560</td>
</tr>
<tr>
<td>$995 SNX ADVANCED RATE **</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2,860 GRAND TOTAL</td>
<td></td>
<td>$12,510</td>
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</tbody>
</table>

77% Savings by Combining Your Meetings at SNX

Learn More at [SNXevent.com](http://SNXevent.com)

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* Savings based on average current travel costs for a SNX member company headquartered in Oregon

**SNX advanced rate**
Who will be at SNX?

If you see them at SNAXPO, you will see them at SNX!

• Total snack value chain
• Leading Brands
• Manufacturers/Co-Packers
• Key Suppliers
• Service Providers
• Friends and colleagues

SNAC producer members, including …

... and many more!
Supplier Suites

PRESIDENTIAL SUITE

SKY SUITE
Supplier Suites

SUNSET SUITE

STANDARD SUITE

Crescent Rounds Setup

Conference Setup

U-Shape Setup
Get in the Zone

Optimize your Zone
- Collaboration Kiosks
- Engagement Areas
- SNAC Bites

The Experience Zone
- Replicates snack value chain
- Areas for **Ingredients, Processing, Flavor, Packaging,** and **Market**
Get in the Zone

Engagement Areas

• Go deeper on important issues via interactive features

• Partnering with Flexible Packaging Association for deep-dive on packaging sustainability

• Texas-inspired Flavor Showdown, winner selected by attendee vote
Education at SNX

• **Keynote** address: Martin Otto, H·E·B

• **Six breakout** sessions
  • What’s New with the American **Consumer**?
  • The State of **Sustainability**
  • **Tech and AI** in Your Snack Operation
  • Surveying the **Regulatory** Landscape
  • **Plus, two legal sessions offering CLE credit**

• **SNAC Bite** sessions in Experience Zone
Education at SNX

• 2024 SNAC Tank pitch competition
  • $10K cash prize for winner
  • Sampling opportunities for all participants
  • Daymond John, star of ABC’s “Shark Tank” joining as special guest judge and speaker
  • Judging panel includes Ryland Allen, VP of Snack Merchandising @ Walmart
  • More judge announcements coming soon
Investment Options at SNX

- Participating suppliers **must** reserve a Supplier Suite
- Level-up with:
  - Collaborations Kiosks
  - Engagement Areas
  - SNAC Bites
  - Additional sponsorship and visibility opportunities
Timeline for SNX

- **Registration** Open NOW
  - [SNXevent.com](#)

- Reserve your **Supplier Suites**
  - Which type, how many, location

- Choose **Experience Zone** impact
  - Kiosks, Engagements, SNAC Bites

- **Meeting requests** through central platform (early ‘24)
Next steps to SNX24

- Decide what you need to be successful at SNX 2024
- What are your goals, budget?
- How big is your team?
- Need a 1-on-1 conversation to discuss your options?

**Contact SNAC team**
Abby Valentino, David Walsh, Brandon Partridge

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### Basic SNX Pricing

<table>
<thead>
<tr>
<th>Suite</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presidential Suite (1)</td>
<td>$29,500</td>
</tr>
<tr>
<td>Sky Suite (3)</td>
<td>$19,500</td>
</tr>
<tr>
<td>Terrace Suite (SOLD OUT)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Sunset Suite (7)</td>
<td>$9,500</td>
</tr>
<tr>
<td>Horizon Suite (SOLD OUT)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Standard Suite (35)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Collaboration Kiosk</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

*Contact David Walsh to discuss sponsorship and education opportunities.*
Closing Thoughts

• SNX is …

• Snack industry’s premier education and collaboration forum
• Hotel-based meetings instead of convention-based exhibits
• More trade, less show
• A way to think “outside the booth”
• Hundreds of the most important snack category executives
• Already exceeding 2022 supplier participation, with 5 months to go!

• The SNAC team is here to help!
“SNX was extremely valuable – through the Supplier Suites opportunity, we were able to pre-schedule meetings with top prospects that otherwise we might not have been able to meet with. At a standard trade show, we would have been hoping they’d come by our booth, but at SNX, we were able to get their attention in a private setting for 30 uninterrupted minutes.”

-- Mike Cantore, Carolina Ingredients
“Walking the manufacturing process helped the team contextualize each individual step, our goals for these processes, and what was available to support those goals. From that, we held private meetings to describe our organizational objectives and where those partners (present or new) fit.

Shearer’s met with a company at SNX for the first time and two years later we are now engaged in a multi-year agreement and a great partnership. I don’t think we would have gotten that “right start” through an informal meeting on the show floor.”

-- Chris Read, Shearer’s Foods
Thank you!